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## **THE ROLE OF SERVICE STANDARTIZATION IN IMPROVING THE QUALITY OF HOTEL SERVICES**

**Ryspayeva Adilya Talgatovna**

*adilya.ryspaeva@mail.ru*

Студентка специальности 5В090200-Туризм ЕНУ им.Л. Н. Гумилева, Нур-Султан, Казахстан  
Научный руководитель-В. Т. Балгабаева

In the modern era of the rapid development of tourism, every traveling person considers not only a profitable purchase of a voucher, but at the same time pays attention to a comfortable stay in one or another place. A comfortable stay implies both the transfer and the hotel or location, which will also affect the overall experience of the trip. Today, even high-end hotels offer more budgetary options for check-in, that is, the price is lower than usual. For example, if the hotel is not fully occupied, the sales department exposes a standard room at a price lower than during the period of full occupancy of the hotel. After that, the tourist already pays attention to the service. The service will be the key to getting a positive experience from the trip. Even if the hotel is expensive and has a luxury class, but the service is at a low level, the staff is not qualified enough, then any tourist will be dissatisfied.

Thus, the hotel will receive more and more negative reviews, and the quality of service will not improve, since the hotel will lose potential customers. In this way all the hotels of the world started to use the programs, which are directed to improve the standards of quality, standards of service, in order to provide quality service to each guest, regardless of status and financial situation. It is believed that the standards of hotel chains (and especially international ones) are higher than those of independent hotels. However, in the second case, a lot will depend on the hotel itself. Typically (if an independent hotel seeks to emphasize its identity), these are completely different concepts. Whether a hotel is chain or independent, staff must always adhere to hotel-approved standards, including little things like bedding and bathroom accessories. The only exception to the rule can be the request of the guest to do something differently. Of course, all specialists must thoroughly know their area of work. In addition, additional requirements are imposed on employees who work directly with guests in terms of knowledge of service quality standards and rules for communicating with a client. Consider the currently popular «Marriott» hotel chain.

The Marriott International is the most popular hotel chain in the world. This company includes a lot of brands and the hotels in each country. The company represents both luxury and mid-range hotels. The hotels listed below are prominent representatives of this chain: The Ritz-Carlton, St. Regis, JW Marriott, W Hotels, Marriott Hotels, Sheraton, Delta Hotels and others [1]. Why is this hotel chain so famous? As per Kim Andereck (CEO of the franchisee of the Marriott Springhill Suites) most important thing is standards of Marriott system, that are on very high level in hotel industry [2]. And this is true, because the most important role in the functioning of such a global hotel chain and, in principle, any company will play the role of service standards. This company is fully standards-based. Starting from the standards of doing business, ending with the standards of gestures and expressions. If you take the fast food chain McDonald's as an example, you can see that the well-coordinated work of the staff and important standards lead to the perfection of service, the

popularization of the company, and also to the satisfaction of the needs of customers. Service standards are not only an instruction for staff, but also the basis for the provision of services in the hotel and restaurant business.

Marriott company has its own service standards that have been developed by the company's management over the years. A brand like Ritz-Carlton is a prime example of these standards. Firstly, part of the uniform of each employee is a small card, which contains all the standards that each employee knows by heart and which are observed not only in relation to guests, but also in relation to their colleagues. These standards are referred to by employees and the company as gold standards. Gold standards include a motto, three steps of service, a promise to employees, a credo and 12 principles of service. There are such service standards as, for example, the correct serving in a restaurant, the correct serving of dishes, or, in simple words, adherence to etiquette. But it is this card that helps employees know exactly how they should look, how to speak, how to give the dish correctly, how to meet and serve a guest, and also how to carry it out correctly so that he / she returns to the hotel again. At The Ritz-Carlton Hotel Company, L.L.C., "We are Ladies and Gentlemen serving Ladies and Gentlemen." This motto exemplifies the anticipatory service provided by all staff members [3,4]. Here is a full example of the arrival of a guest: Firstly in the moment of check-in, the guest was warmly welcomed and the check-in need to be not more as 5 minutes, the key from the number will be provided for the guest with two hands of employee, after guest will be accompanied in his room and later (in 1 hour) the employee will ask the guest through the phone how is the number and is it all comfortable for the customer. Now we see that service standards are structured, that guest will enjoy his stay and will be very happy to know that all the staff is happy to serve him. That is, here we can notice a very sensitive and attentive attitude towards the guest on the part of the staff. In an ordinary hotel, upon check-in, they will not pay any attention to the guest and will give out a room key if only he would quickly go to his room and not make sure that he liked the room and all the conditions. How do service standards work in this case? And so that for each guest, the same check-in conditions will be created. Any employee will take the same actions in relation to the guest to meet his needs. If these standards did not exist, then the same guest at the same hotel during the subsequent check-in could be met differently, which would immediately affect the overall impression of the trip and the stay at the hotel. Subsequently, the client will simply choose another hotel chain for accommodation. Also in this hotel, in addition to service standards, there are service standards. Which were developed by world auditors, where all the employee's actions are clearly spelled out both in time and in actions.

These standards are called - brand standard audit. For the hotels of this chain, a whole book has been developed, which is updated every year and the auditor from the company once a year checks the hotel for suitability and awards a license and a certificate of authenticity every year that this hotel is indeed a hotel of their company by all standards. If the check was not passed, then the hotel goes into the status of re-check, after another unsuccessful attempt, the hotel loses its title and the staff is updated throughout the year. For example, being in a restaurant, according to the standard book, a guest should receive his drink within 3 minutes, a napkin or rubbish from the table should be removed within two minutes. It is this kind of detailed service that has helped to maintain a high level of service for many years [5].

After such attention to the guest, everyone will want to return to the hotel, which has earned a good rating and respect from the guest. After all, his money was not wasted, which means that he fully satisfied his travel and hotel needs. This is what every company strives for today, not only the hotel and restaurant business, but any company as well. In order for the guest or client to be satisfied, all his needs were met, and he again asked for repeated services next time. So, other companies, paying attention to the success of a competitive one, will try to implement similar standards, but their own. Thus, healthy competition among hotels will grow, and customers will be able to choose the really best of them. The quality of services will improve not only in competitive companies, but also in the leader company, as the leader company will do everything possible to stay in the first place. Therefore, service standards directly affect the quality of services in the hotel and retail business. If there were no service standards at The Ritz-Carlton, the hotel would not be famous for its high quality

services, and guests would not return there again and again. Service standards help most of the employees to always maintain the leadership position of their company. For example, in this hotel, knowing how to provide services correctly and in what sequence, the guest will feel professionalism, despite the fact that the employee may work the first day. Because the hotel and the company, before starting work, conducts two-day trainings for all new employees, which tells what phrases to use in a conversation with a guest, what not, what you need to look like a professional and know everything about the hotel. After a two-day training, in each department, the person in charge for new employees allocates several hours a day and can show by an explicit example how to use one or another service standard. Later, the employee simply develops a habit of behavior - to be always intelligent, benevolent and professional in his field. Of course, any client who has received a high level of service will not even guess about the existing standards, since every employee's action will not only be mechanized, but will also manifest itself wholeheartedly, since the company is looking for very kind and responsive employees to join its team. As already described earlier, employees are an important resource for providing quality service and providing quality services, therefore, even with regard to employees, there are standards in work and behavior, which are also spelled out in the instruction.

The Company requires every director, officer and associate (collectively, "associates") to adhere to high ethical and legal standards and to promote ethical and legal behavior. Associates should avoid seeking loopholes, shortcuts or technicalities, and should reject the notion that unethical behavior is acceptable because "everyone is doing it." Every action should be judged by considering whether it is legal, fair to all concerned, and would withstand the scrutiny of outsiders. Behavior which is found to violate this Policy, the Business Conduct Guide or any Marriott International Policy (MIP) will subject the violator to disciplinary action including, where appropriate, termination of employment [6]. As you can see, employees are all disciplined and really have clear standards. If they are not respected, dismissal follows. Therefore, today, trained, professional employees who are trained in specialized institutions to provide services in the hotel and restaurant business are very important. If the hotels have qualified employees who really know the service sector and know how to work correctly in it, the quality of the services provided will always be at the highest level. Therefore, in the modern world of high competition, it is very important to have service standards so that the quality of the services provided always bypasses all competitive companies, and distinguishes exactly the hotel that has it. In conclusion, it should be noted that the standards of hotel service should not only comply with international and national requirements, but also reflect the concept of the institution, as well as be flexible and take into account the wishes of regular guests.

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